

The Sierra Madre News is the City of Sierra Madre in print. Any suggestion you may have to make it more representative will be welcomed by the management.

VOLUME 16, NO. 17

Class of Ten Graduate from Local School

EXERCISES WEDNESDAY EVE.

Appreciative Crowd Fills Club House For the Mid-year Exercises

Ten bright and capable pupils received their diplomas at the Woman's Club House Wednesday evening as members of the mid-year graduating class of the Sierra Madre grammar school. The crowd of friends and relatives who gathered to hear and witness the exercises taxed the capacity of the club house.

The musical numbers of the program were well prepared and greatly enjoyed. The valedictory by Marjorie Darling, class history by Alice Elsner, the prophecy by Leon Stanley, the will by Billy Somner and especially the valedictory by Betty Moore, revealed a great deal of thought and care in preparation.

The address of Mrs. Parker, president of the board of education, gave the graduates much food for thought. Perhaps the prettiest feature of the program was the march of the flower girls, from the kindergarten, bearing a basket of flowers to each member of the class.

In closing the exercises Superintendent Reynolds thanked all who had taken part in the program and its preparation, and especially those from out of town. He also made a plea for more adequate school buildings, with an assembly hall large enough to accommodate similar gatherings and bring the public in closer touch with public school activities.

The graduates were: Herschel B. Calvert, Marjorie Darling, Alice Elsner, Marie Jenkins, Earl Marsh, Betty Moore, Alfred Reitherman, Billy Somner, Leon E. Stanley and William Turner. The program was as follows:

Invocation, Rev. W. J. Thompson. Salutory, Marjorie Darling. Chorus, "Anchored," by Watson; Eighth Grade.

Class History, Alice Elsner. Waltz from the "Pink Lady," Kidass Orchestra.

Class prophecy, Leon Stanley. Violin Duets: "The Herd Girl's Dream," "Dreaming Moments" by Prof. W. B. Stowell and Miss Vesta Stowell.

Class Will, Billy Somner. Songs: "The Star" "The Rain," by Miss Hazel Camp accompanied by Miss Anna Camp.

Valedictory, Betty Moore. Passing of the Flag, Class A to Class B.

Presentation of diplomas by Mrs. Blanche M. Parker, president of the board of education.

March of the Flower Girls. "Sandman Am A-Softly Comin'" sung by the graduates and members of B class.

VENERABLE CITIZEN

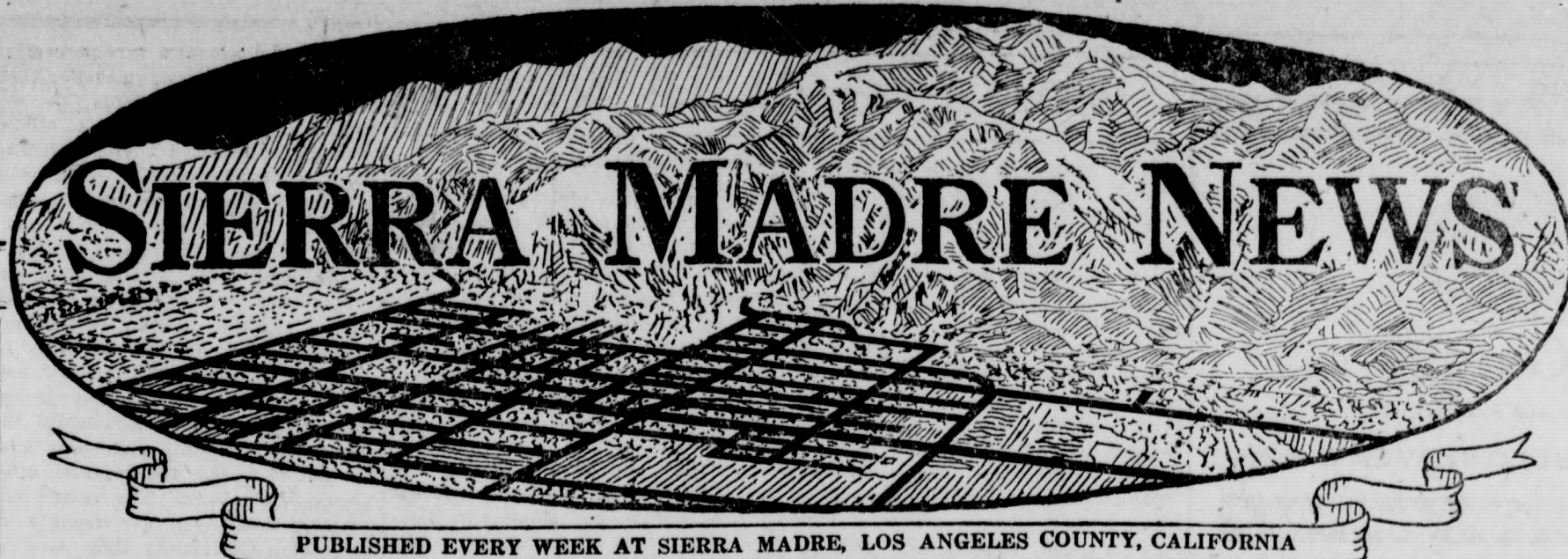
PASSES TO REWARD

Death of V. L. Graham Removes Beloved Pioneer Citizen of Sierra Madre

Marking the close of a long and useful life, the final summons came to V. L. Graham at his home on Auburn Avenue last Saturday, following a long period of ill health which was aggravated by a fall some months ago.

Mr. Graham was born in Richland County Ohio, in 1836, and grew to manhood in that state. Later he removed to Missouri, and had been a resident of Sierra Madre about 29 years. He married Hannah L. McDonald in 1861 and to them three children were born. One died in infancy and a son, J. J. Graham, passed away five years ago. A daughter, Mrs. Greer Caskey, survives with her mother. In his early life Mr. Graham followed the carpenter's trade. Later he became a miller, operating a mill for the grange a long time. In recent years he developed a process for the grinding of entire wheat which was regarded by many people as superior to anything else on the market.

Funeral services were held on Monday at the undertaking parlors of Allen T. Gay, being conducted by Rev. W. J. Thompson, pastor of the Congregational church, of which Mr. Graham had long been an officer and active supporter.



PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

FRIDAY, JANUARY 27, 1922

Landmark Is Leveled by Mystery Fire

WINDSOR MANOR IS BURNED

Occupants Have Barely Time To Escape in Spectacular Night Fire

Fire of unknown origin burned the main building at Windsor Manor to the ground Wednesday morning shortly after one o'clock. The occupants had barely time to escape with their lives. The fire had made such headway that no chance to remove furniture or anything but a few personal effects.

The fire was discovered shortly after one o'clock, and within an hour and a half the building which contained thirty rooms, counting attic rooms, was completely destroyed.

Claim Outside Origin

Prince John David DeWindsor and his son, Raymond Churchill-Hays, are of the opinion that the fire originated on the outside of the building, basing their opinion on the course of the fire and the progress it had made when discovered. The fire originated on west side of the building, the kitchen being on that side.

In addition to the furniture and effects of Mr. and Mrs. Windsor the fire destroyed the furniture of Mrs. Martha Brown who had recently moved there and become an agent for the non-intoxicating medicinal and table wine made by Mr. Windsor.

Outside Water System

Responding promptly to the alarm, the Sierra Madre fire department made a splendid run to the scene of the fire. The property is situated above the lines of the city water system and the private system on the property afforded such a meager supply as to be useless with the fire at such an advanced stage.

Building Is Landmark

The building was erected about 1884 by Palmer T. Reid who occupied it for many years. It was originally a one story building, but during the boom years about 1887 Mr. Reid raised the roof and added another story. With the high basement, it was really a three story building. Mr. Reid was a relative of the Cogswells who operated the old Sierra Madre Villa hotel. For a long time he conducted it as a hotel and boarding house.

Subsequently the property passed through a number of hands, including Mrs. Manning and Mr. Marshutz of Los Angeles and Lyman J. Gage of San Diego. Various attempts were made to conduct a tubercular sanitarium there, but all failed either for lack of capital or proper management. Mr. Windsor acquired the property about four years ago.

OFFICERS CHOSEN BY

BY CITRUS ASSOCIATION

The Sierra Madre-Lamanda Citrus Association had a very successful year in 1921, according to reports at the annual stockholders meeting.

J. B. Coulston was re-elected president of the association, M. Morgan was re-elected vice-president, W. I. Allen, secretary and F. G. Weber assistant secretary. The new board of directors follows:

N. W. Hamilton of Lamanda Park, P. H. Johnson of La Canada, C. J. Peglar of Sierra Madre, and Earl T. Richardson of Monrovia, representing lemon interests; M. Morgan of Lamanda Park, M. C. Hayes of Lamanda Park, F. M. Kramer of Puente, and D. H. Munhall of Pasadena, representing orange interests; J. B. Coulston, W. I. Allen of Lamanda Park, and H. L. Chadwick of Lamanda Park, representing combined orange and lemon interests.

F. G. Weber was again chosen manager of the lemon house of the association, and F. W. knight manager of the orange house. M. Morgan and H. L. Chadwick were elected representatives on the district board of the Azusa-Covina-Glendora Citrus Exchange, of which the local association is a member. Mr. Morgan was elected representative on the board of the Lemon By-Products plant at Corona, and W. I. Allen was elected representative on the board of the Orange Products plant at San Dimas.

New Buildings Near Completion

Business Community Will Be Largely Increased With New Stores

Work on the new T. D. Wilson store building on the south side of Central Avenue was begun during the week. The foundations were laid and a good start has been made on the brick walls by Harry Russell and his men.

The seven-room store building now in process of erection by C. S. Kersting is sufficiently advanced to give a good idea of the size of the building. It will be ready for the roof within a few days.

All the new buildings on the south side of Central are using the same combination of face brick, cream glaze in combination with brown pressed brick. They vary merely in the style of trim.

The addition of approximately 200 feet of store frontage to the business community of Sierra Madre marks a long step forward. There is no question that the appearance of business activity begets more of its kind.

The Belohlavek garage building is rapidly approaching completion. It will be a really handsome structure and Mr. Belohlavek says he hopes to move in about the middle of next month. The commodious office rooms on the second floor will help to fill a deeply felt need in Sierra Madre.

PASSING OF MRS. KLEMM

IS DEEPLY MOURNED

Effie M. Hoyt, eldest daughter of David and Maria Hoyt was born May 20th, 1860 at Estherville, Iowa. She was married February 10, 1880 at Decorah, Iowa, to Harmon J. Klemme. The first year of their married life was spent on a farm in Hancock County, Iowa, upon which site is now located the town of Klemme. In 1881 they moved to Belmond, Wright County, Iowa, where Mr. Klemme engaged in the lumber business. Four children were born to them: Jessie Klemme, wife of Ralph H. Stanberry of Mason City, Iowa; Raymond H. Klemme and Glenn H. Klemme of Belmond, Iowa; and Miss Ruth Klemme of Sierra Madre, Calif. Their home has been in Belmond until the past fall when they removed to Sierra Madre at which place they had been wintering for the past five or six years and were just completing the remodeling of their home intending to make Sierra Madre their winter residence.

Mrs. Klemme had been a patient sufferer for the past six years but was always cheerful and hopeful of her ultimate recovery to enjoy the blessings of love that were so unstintingly heaped upon her by her husband and children.

On the last day of the year she had a stroke which proved the beginning of the end. At first it was not thought serious but she did not seem to improve as rapidly as hoped and word was sent to her children in Iowa of her condition, and while they were speeding westward to her bedside the end came suddenly Saturday night, January 7th.

She had always been prominent in Christian work and a woman greatly loved by all who knew her. She was also active in Club work and was a member of the Hampton, Iowa, chapter of the D. A. R.

Services were held January 14th at the Sierra Madre home and her body was laid to rest in the Mountain View Burial Park, Pasadena.

CONCERT ATTRACTING MUCH ATTENTION

The concert to be given next Monday evening under the auspices of the Woman's Club promises to be one of the outstanding events of the year both musically and socially. Mrs. Manning, Miss Pinkerton, and Miss Mauzy are a trio worthy of a place in the front rank of artists. Many out of town visitors are expected for the event and a number of dinner parties have been arranged to complete the evening's enjoyment.

Postmaster Back to News

Sends in Resignation In Order To Give Full Time To Business

In order to devote all his time to the business of the Sierra Madre Press, Inc., Postmaster George B. Morgridge has sent his resignation to Washington. He has held the office six years and his commission does not expire until June, 1924.

It is not known how long will be required for the appointment and qualification of a new postmaster. A form of civil service is now in vogue for the appointment of postmasters. Due notice of the vacancy will doubtless be given by the Post Office Department, with instructions to applicants for the position as to how to proceed.

The office pays \$2200 annually with a probable increase to \$2300 beginning July 1, 1922.

Examinations Held

Examinations are held by the U. S. Civil Service Commission. The three candidates standing highest in the examination are certified to the Department and the selection is made from among these.

Under this reform, begun under the administration of President Wilson, politics have less to do with the selection of postmasters than formerly. Postmaster General Hays has shown a disposition to maintain the service on a merit basis rather than permit its use for the paying of political favors.

Office Growing

During the six years under Postmaster Morgridge the business has increased nearly 50 per cent in volume. Receipts from stamp sales etc., have increased from \$5600 to about \$8200 annually.

This does not include money order business which is accounted for separately from postal business. The number of money orders issued shows strikingly the growth of the town. Six years ago only 22,000 money orders had been issued since the establishment of the post office. The serial numbers of the money orders now run over 37,000. The number issued during the past six years is equal to about 68 percent of those issued during the entire previous history of the office.

Service Improved

Delivery service with two carriers is the biggest improvement accomplished in the history of the office. The village delivery service is a comparatively new development. Owing to the prompt action of Congressman Randall in following up the application of the postmaster, the local office was the first in Southern California to be granted this class of service.

Other improvements in the service have been effected, notably that of giving continuous window service instead of closing stamp and general delivery windows during distribution of mails.

L. C. TUCKER PURCHASES LOCAL JEWELRY STORE

L. C. Tucker has purchased the jewelry store of Frank Fraiberg. He expects to move the business into one of the new store buildings when completed and to maintain a first class establishment. Owing to the injury to his back while in the army Mr. Tucker has found it impossible to continue his former occupation of a painter and sought some lighter form of employment. Mr. Fraiberg wished to arrange his business so he would not be so closely confined to his store. Accordingly he will retain a connection with the business, attending only to the repair department. The business will be conducted under the name of Tucker & Fraiberg.

Miss Annie M. Greene who recently sold her home on East Montecito Avenue, removed on Monday to Long Beach where she will make her home in the future.

Miss Alice Tufts has had as a guest this week her cousin, Miss Nannie Groves of Claremont.

Will Extend Central Ave.

Planning Conference Puts Local Improvement On Its Program

A committee from the Chamber of Commerce consisting of H. E. Allen, Chairman, Robert Mitchell and W. S. Andrews, attended the Regional Planning Conference in Pasadena last Saturday for the purpose of urging that the continuation of West Central Avenue to join with East Orange Grove in Pasadena, be placed upon the conference program.

They returned very much pleased with the result of the day's efforts as this project was placed on the highway committee's map as one of the projects which should be undertaken immediately.

The report to the Supervisors will not be submitted for a couple of months as the conference is considering a county wide system of boulevards and highways with one of the principal objects to be accomplished a method of circling the outskirts of Los Angeles to avoid the congestion of the downtown streets. When the report is submitted however, Sierra Madre has reason to feel assured this needed outlet will be recommended.

The Pasadena Chamber of Commerce and the Arcadia Chamber have both been asked to cooperate with the local organization in pushing this project as both cities are interested and will be benefited by the new road.

Since the meeting in Pasadena, Mr. Allen has talked with one of the principal owners of the private land over which a right of way must be secured and has been assured that he will cooperate in every way and will give the necessary right of way in accordance with the route selected by the engineers. This assurance clears away one of the principal difficulties of the route at the eastern end of Orange Grove.

The committee had had special maps prepared and were well equipped with the necessary data and arguments to present to the conference which doubtless helped to obtain the favorable action of the conference on this question.

NEW BOOKS ADDED TO PUBLIC LIBRARY

The following are among the books recently placed on the shelves of the Sierra Madre public library.

Fiction

Austen—Pride and Prejudice. Brand—Seventh Man. Galsworthy—To Let. Johnston—To Have and To Hold. Meredith—Ordeal of Richard Feverel. Miller—Manslaughter. Oppenheim—Nobody's Man.

Non-Fiction

Bok—Americanization of Edward Bok. Grant—Passing of the Great Race. Irwin—Next War. O'Neil—Beyond the Horizon.

Gifts

Burroughs—Bunch of Herbs. Fletcher—Orange-Yellow Diamond Lowell—Books and Libraries. Oemler—Purple Heights. Rinehart—Circular Staircases.

Juveniles

Alcott—Little Women. Burgess—Tommy's Wish Come True. Crump—Boys' Book of Railroads. Meigs—Windy Hill. Phillips—Little Friend Lydia.

Tom Henderson returned last week from a big swing around the country which occupied a month, largely spent in travelling. He went north to San Francisco, east to Chicago and Montreal where he visited relatives and had a taste of real Canadian winter weather. From Montreal he went to New York and embarked on the steamer for a delightful voyage to New Orleans, coming home over the Southern Pacific.

Curtis B. Goodenow, baritone, will sing the offertory solo at the church of the Ascension next Sunday morning.

Freeze Hits Fruit Hard

Lowest Temperature Since 1913 Was Recorded Here Last Week

Serious damage to citrus fruit and young trees was caused by the very low temperatures of Thursday night, Jan. 19. In Sierra Madre, as all over Southern California, the thermometer reached the lowest point recorded since the big freeze of 1913.

Sierra Madre was much more fortunate than most of the citrus belt. Many other sections, especially districts around San Bernardino, Redlands and Riverside, suffered complete crop losses.

Very irregular temperatures were recorded in Sierra Madre, with the damage varying accordingly. As usual, the lowest areas were the coldest, the frost currents flowing down from the mountain canyons like water following the channels and then overflowing the lower flat lands.

In the southeast part of town some orchards will show a complete crop loss and the trees will lose a couple of years' growth. In higher portions of town some of the fruit will show little loss.

Sufficient time has not elapsed to reveal with certainty the real extent of the damage. Citrus fruit authorities say from ten days to two weeks are necessary to show to what extent the fruit is rendered unfit for use. In the mean time all the citrus fruit exchanges have ordered their members to quit picking, so that no fruit will be marketed by them in doubtful condition. Independent buyers who rush fruit to markets thinking to make a cleanup on frozen fruit before its condition is apparent will have a hard time to get by the federal inspectors.

P. E. RATE HEARINGS STILL IN PROGRESS

Railroad Commission Is Overwhelmed With Protests Against Higher Fares

People from all over Los Angeles County have been having a whale of a time telling the California railroad commission this week what they think of the new rate schedules of the Pacific Electric Railway. City attorneys from many towns and plain citizens have taken turns giving their views.

The more the commuters have studied the effects on their bank accounts of the new rates and rules the more outraged they feel. Worst of all is the new system of dated monthly tickets. People who have to go to Los Angeles only six days a week do not see why they should be compelled to pay for tickets for seven days a week. They are further inconvenienced by the regulation requiring them to buy their ticket books on the first day of the month. The congestion of business at the ticket offices is almost as bad as having to stand during their daily ride.

Commuters who have occasion to go to Los Angeles by way of Pasadena have also found that privilege denied them under the new regulations. Having had this privilege ever since the line was built, its denial strikes them as an unfair hardship, especially in view of the fact that the Sierra Madre line actually passes through a portion of the incorporated territory of Pasadena.

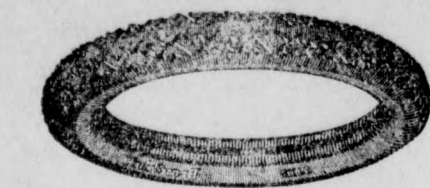
MYSTERY PARTY IS DEAD ISSUE

The mystery stag party held last Friday night under the auspices of the Firemen's Club was largely attended. The program was all importable vaudeville talent, some enjoyable and some not so good. Judging by subsequent comment on the part of members of the club portions of the program were not at all to their taste, and there is no danger of a repetition of anything of the kind. For that reason efforts in some quarters to stir up strife between individuals and organizations over the matter have failed and the whole thing may be regarded as a dead issue.

FOR YOU AND

Tell the World about the Town You Live in. Mail the News to your Friends. Double the Space you need to Sell Your Goods and Help us Sell Your City.

FOR YOUR CITY



Central Garage

Our Motto: "Service and Satisfaction"

Blue 8

JOS. BELOHLAVEK & SON

Strickland's Feed Store

41 N. Baldwin

Phone Black 22

SELLS FOR LESS

All Kinds of Poultry Food, Grain and Hay.
Highest Quality - Lowest Price

If You Want to Buy, Sell or Rent

See A. N. ADAMS
THE REAL ESTATE MAN

BARGAINS IN CLOSE IN LOTS

Phone Black 8

14 N. Baldwin avenue

FERRIS & COOPER

REAL ESTATE, INSURANCE, RENTALS

LIST YOUR PROPERTY FOR SALE OR
FOR RENT WITH US

Phone Red 22.

22 North Baldwin Avenue

THE L. W. BLINN LUMBER CO.

Sash, Doors, Wall Board, Roofing Papers, Cement, Brick Lime and

Lumber for All Purposes

Phone Black 23

Sierra Madre California

The Mission Play at Old Mission San Gabriel

ELEVENTH YEAR NOW BEGUN

More Beautiful and Fascinating than Ever Before

Performances daily except Monday — Nights
Wednesday and Saturday only.

Special car service leaving Main Street Station,
Los Angeles, 1:15 p. m., direct to the Mission Play

Regular service to San Gabriel Mission—30 min-
ute intervals throughout the day.

Reservation and tickets may be obtained at Mis-
sion Play booth, Main waiting room, Pacific Elec-
tric station, Los Angeles.

Pacific Electric Railway

Central Market

ALWAYS RELIABLE

Our Vegetables Are Fresh Every
Morning. We Have Everything
In Season

IN THE MEAT DEPARTMENT
Only No. 1 Steer Beef and Baby
Lamb used. Swift's Smoked and
Salt Meats

FRESH FISH FRIDAYS
We Close Thursdays at 12 O'clock

M. D. WELSHER

Grocery Phone Main 6

Market Phone Main 97

WOMAN'S CLUB NEWS

By Press Chairman, Mrs. Besse Palmer Rhodes.

Regular Meeting

One of the very finest literary pro-
grams ever presented to the Woman's
Club was heard last Monday by a
large and appreciative percentage of
the club membership. The program
was purely literary. The opening ad-
dress was given by Mrs. W. J. Saun-
ders of Los Angeles, who for many
years was a resident of Sierra Madre
and an active member of the club.

The topic under discussion was
"Books, New and Old." Mrs. Saun-
ders, in her splendid review of Pick-
wick Papers, carried her listeners
back with her to the birthplace of
Charles Dickens a few miles from

which her own childhood home was
located. Being a student and a sin-
cere admirer of Dickens and having
lived in the same environment, Mrs.
Saunders made her review most real-
istic by the little personal touches
which only perfect understanding and
thorough sympathy may portray.

"Glimpses of New Books" was pre-
sented by Miss Darlow of the Los An-
geles Public Library. Miss Darlow
held the absolute attention of
the audience as she presented a verbal
picture of a number of the more mod-
ern authors and their works. She
placed always in the foreground the
high ideals with which they were in-

Professional Cards

R. H. MACKERRAS, M. D.

Sierra Madre Office 8 N. Baldwin
Hours: Mon., Wed., and Fri. after-
noons by appointment. Phone Main
53. Pasadena Office: Central Bldg.
Phone Colo. 334. Res. Phone, Colo.
1191.

Physician and Surgeon

E. L. JACKSON, M. D.

161 N. Auburn St. Phone Green 3
Office hours: 10 to 12, 2 to 4
Residence, 89 N. Auburn
Phone Red 52

Dr. N. H. GOODENOW

Physician and Surgeon

71 North Baldwin Avenue
Telephone Main 151

F. P. MILLER, M. D.

Practice limited to diseases of the
lungs and throat
Appointments made at any time.
Call Phone Blue 37

SAINT-CYR SANITARIUM

Treatment consists of the Fast
Cure and Milk Diet. No tubercu-
lar cases received.

140 So. Hermosa. Phone Green 166

ALLEN T. GAY

Funeral Director

Phone Main 93. 201 West Central
Sierra Madre, Cal

YOU CAN SELL

YOUR HOUSE IF—

YOU PAINT IT.

Good Material—Right Figures
LE DAUX
90 South Hermosa

Cement and Rock Work,

Cesspools

Art Cement Work, Fish Ponds Etc.
D. & J. BUCHAN
389 Sturtevant Road.
Phone Black 168

PAINTING—TINTING

PAPERHANGING

SIGNS—GRAINING—ART

DECORATIONS

HIGH CLASS WORK

J. D. TUCKER

Phone Green 80. Res. 111 Suffolk

CURTIS H. GOODENOW

Special Agent

New York Life Insurance Company
Phone Main 151. Sierra Madre, Cal
Residence, 65 N. Baldwin

R. M. FINLAYSON

Architectural Designer

Plans & Specifications

389 Sturtevant Road

Phone Black 168

Prof. HAGUE KINSEY

of Los Angeles Visits Sierra Ma-
dre each Tuesday. Lessons in
Modern Pianoforte playing, organ
and Vocal Interpretation. For
terms, etc. Apply:

Mrs. Robt. Mitchell

48 West Alegria

SWEDISH MASSAGE

I can relieve your pains—Nures-
thenic, Rheumatic and Constipa-
tion.

SWEDISH MASSAGE

Also Facial Massage and Sham-
pooing.

INEZ LEWIS

Blue 45 48 N. Hermosa

LLOYD L. KREBS, M. D.

Sierra Madre Office, 4 N. Baldwin
Tues., Thurs., Sat.—11 to 12:30
Phone Main 60
Pasadena Office, 461 E. Colorado
Phone, Colo. 630
Residence, 415 Oak Lawn, So. Pas.
Phone, Fair Oaks 584

CEO. W. GROTH, D.O., M. D.

Also MARY GROTH, D. O.

Office: Sierra Madre Hospital
122 N. Baldwin Avenue
Calls answered day or night
Phones: Blue 144; (Res.) Blue 73

DR. THOMAS WARDEN

Dentist

Office Hours: 9 to 12 and 2 to 5
71 N. Baldwin Avenue
Main 151-2

MAY CULBERTSON LAIDLAW

Osteopathic Physician

Hours by Appointment

Office and Res., 83 N. Sunnyside

Phone Green 43

MARION LA LONDE

Graduate Nurse

Will Do Hourly Nursing

659 W. Alegria Black 32.

Lady Attendant

Ambulance Service

Sierra Madre Funeral Chapel

Res. Phone Black 3

304 W. Central

Phone Main 27

H. J. MITCHELL

Salesman, Sierra Madre Garage Co.

"New Fords for Old"

Main 110 Ask for "Mitch"

Expressing

Trips to and from Los Angeles.

Reasonable rates.

I. B. GOLDBERG

Phone Black 142 171 Adams

Upholstering done neatly

at reasonable prices

Charles Corbin

26 N. Auburn Ave., Sierra Madre

JESSIE WARD

Landscape Gardener

Plans furnished—Work Superin-

tended or taken by contract

Call Ward Nursery, Mt. Trail and

Laurel. Phone Blue 29

Jan. 15th

DIVIDEND DATE

Southern Counties Gas

8% Preferred Stock

JAMES R. ALLEN

Factory Experience

Lawn mowers rebevelled and trued

new and old, good for two seasons.

No temper drawn, no metal wasted

Points given on Adjustment when

mower is trued. A bevel accord-

ing to the metal in lawn mower.

A-1 Work or No Charges

689 W. Central Ave., Sierra Madre

Drop Postal

THE SIERRA MADRE

FUNERAL CHAPEL

Lady Attendant

Ambulance Service

BERGIE, CABOT &

SCHMITT

304 W. Central Avenue

Black 3. Sierra Madre Calif.

spired and disclosed a rare perception
which made her message livelier than
the writer can find words to ex-
press. The president, Mrs. J. Milton
Steinberger reported having attended
the President's Council which was
held on Wednesday the 18, at Com-
pton. She spoke feelingly on a num-
ber of the subjects under advisement
in that body. One of the most im-
portant was the suppression of jazzy
music. Her plea to the club members
to stand behind her and the board in
an effort to accomplish this end met
with a response of quick and earnest
applause showing conclusively the
unpopularity of this particular kind
of "noise" among the representative
women of the town. The women also
disclosed themselves as strongly in
favor of a Community Sing and a
large number pledged themselves to
its support.

A pleasant social hour followed,
with Mrs. M. D. Welsher and Mrs. J.
N. Hawks presiding at the tea tables.

Drama Section

The drama section of the club will
hold a session on Thursday, February
2 at 2 o'clock. An interesting out-
line of study has been planned for
that afternoon which students cannot
afford to miss.

Card Party

Feeling the necessity of some extra
expenditure on the interior furnish-
ings of the club house, the house-com-
mittee consisting of Mrs. W. H. In-
gram and Mrs. E. C. Newton, has
formulated a most enjoyable plan
whereby this may be accomplished.
On Monday afternoon, February 6,
Mrs. Newton will open her beautiful
home on the Corner of Hermosa and
Live Oak Avenues for a card party,
the particulars of which will be pub-
lished later. Do not fail to reserve
the date.

Concert

Fearing that in the rush of social
activity, the date of the splendid con-
cert, scheduled for Monday, January
30th, may have been overlooked, your
memory is refreshed. With the idea
in mind that no one can afford to miss
this treat, a most liberal schedule of
prices has been arranged, which in-
cludes a reduced price for children.
The attractive program printed in last
week's News speaks for itself. The
performing artists, two of whom are
not new to Sierra Madre audiences,
are a guarantee of the excellence of
the entertainment.

Tickets are on sale at Hartman's
Drug Store.

Many out of town people, friends
of the singers are expected to attend
and several of the club ladies are en-
tertaining out of town guests in their
home either previous or after the
function. Among these are Mrs. W.
H. Topping, Mrs. Milton Steinberger,
and Mrs. W. J. Lawless.

Among the guests at the latter
home will be Mrs. Kathleen Lockhart
Manning and her house guests the Mr.
and Mrs. J. E. Parker, Raymond
Brown of Orange, Miss Helen Mauzy
and Miss Ruth Pinkerton of Los An-
geles.

NEWS WANT ADS—"Oh if I could
only get somebody who could come
in for a few hours every day to help
with the work!" A common com-
plaint that might be cured by a little
want ad. It's worth trying anyhow.

POST OFFICE FIGURES

SHOW CITY GROWTH

Classification of Office Likely to be
Changed on Basis of
Increase

Figures just compiled for the post
office department by the local post
office seem to indicate that the office
will go into the second class beginning
July 1, 1922. The requirement is a
total of \$8000 in postal receipts dur-
ing the calendar year. Postal re-
ceipts consist chiefly of stamp sales
and box rents. The figures indicate
that Sierra Madre will go over with a
comfortable margin.

So far as the public is concerned
the change in classification does not
have much direct effect. The principal
result is to add \$100 annually to
the postmaster's salary, provide for
the appointment of an assistant post-
master under civil service, and for
more liberal allowances for clerk hire.
It is possible additional carrier ser-
vice might be granted. That does
not necessarily follow the change in
classification, but will be determined
when the time comes on proper show-
ing as to the needs of the office. This
office now has all the carrier service
which can be granted to an office of
the third class.

Other changes resulting from an
advance in the office classification will
affect chiefly the internal workings
of the office, such as accounting with
the post office department. However,
the whole tendency is to improved ser-
vice to the public with increasing
business of the office. Moral: trade
at home.

"CHO-CHO" IS COMING

"Cho-Cho", the health clown is
coming to Sierra Madre early in Feb-
ruary to see the boys and girls of this
city. The exact date has not yet been



set but it will be announced soon. His
entertainment will be given under the
auspices of the Sierra Madre Chapter
of the Red Cross and is one no child
should miss. It will be an open air
performance if the weather is favor-
able and all the kiddies are invited.

NEWS WANT ADS—It is costing
you good money to have that bun-
galow vacant. There are an average
of fifty changes every month in the
population of Sierra Madre. The way
to come in on these changes and go
out with a profit is to use want ads.

Personal Service

This business is founded on an idea—
that of giving my personal attention
to the needs of my customers' cars.
Years of experience and first class
new equipment enable me to guaran-
tee all my work. ALSO—YOU GET
IT QUICK.

U. S. and McClAREN TIRES IN STOCK

NORM'S GARAGE

Black 164

22 E. Montecito

EGGS-EGGS-MORE EGGS

It isn't the PRICE of feed that makes hens lay eggs,
it is the QUALITY.

THE BEST IS THE CHEAPEST,
BECAUSE IT MAKES YOUR HENS LAY
EGGS--EGGS--MORE EGGS

SIERRA MADRE FEED AND FUEL COMPANY

"Quality First"

JANUARY SALE

Phoenix Hose

We have just received a shipment of Phoenix Hose which we have put on sale at very special prices.

Women's Phoenix Lisle hose in black, Cordovan and white, splendid fitting and very durable 65c

Women's Phoenix drop-stitch silk hose. We have these in white only at \$2.75

Children's Phoenix three-quarter socks in black, white and cordovan, fine weave, mercerized 50c

Children's Phoenix sport socks, three-quarter length, heavy ribbed weave in black, white and cordovan 65c

Infant's Phoenix Silk hose in pink, light blue and white, crochet top with ribbon 75c

J. F. SADLER & CO.

STANDARD PATTERNS WARNER CORSETS Black 85

SIERRA MADRE FURNITURE CO.

House Furnishings
Awnings
Paints
etc.

HILDEBRANDT & ROWER

87 West Central Ave.

Phone: Main 136



The Eden

Anything this washing machine will not wash should be buried

Sierra Madre Electric Co.

Phone Main 120

Kersting Court

GAINSBOROUGH

Genuine Hair Nets

THE SIERRA MADRE PHARMACY

F. HARTMAN & SON

PHARMACEUTICAL CHEMISTS
25 N. BALDWIN AVE. PHONE BLACK 25

ANDREWS & HAWKS

LICENSED REALTY BROKERS

Real Estate Loans Insurance Notary
27 North Baldwin Ave. Exchange 2

Social Activities of the Week

Reported by Mrs. W. R. Lees

NOTE: Items for this column should be in the hands of the reporter not later than Tuesday evening to insure insertion and avoid inaccuracies. Items turned in after ten-thirty Wednesday morning will not appear in the current week's issue. Phone Green 79.

Mrs. Ida Pettitt of Santa Monica arrived Monday to remain for a week at the home of Mrs. W. E. Walker.

Dr. John Pickard of Reno, Nevada is a guest at the home of his cousin, Dean Shaw.

Mrs. Fred Griebenow was luncheon guest at the Travel Club in Los Angeles on Monday.

Miss Mae Richey of Los Angeles spent last week-end at the home of Mrs. G. F. Gillelen on East Central Avenue.

The Modern Priscillas will be entertained by Miss Daisy Hawks at her home on East Grand View Avenue, on Thursday, February 2nd.

Mrs. J. Milton Steinberger was among the guests at a luncheon on day given by Mrs. Lillian Burkhart Goldsmith at her home in Hollywood.

Mr. and Mrs. Elwood Land of Huntington Park and Miss Frances Ralston of Pasadena were week-end guests of Mrs. E. P. Rhodes.

Mrs. J. N. Hawks will entertain the members of the Woman's Guild of the Episcopal Church, on February 3rd, at her home on East Grand View Ave.

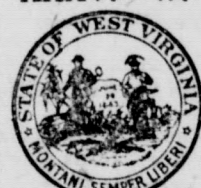
Mrs. E. D. Van Voorhees of Detroit, Michigan is spending the winter with her sister, Miss Helen Van Voorhees of North Hermosa Avenue.

Mr. and Mrs. J. F. Sables and Dr. and Mrs. George Starr motored to Huntington Park Sunday and were dinner guests of Mr. and Mrs. Harry White.

George L. Mitchell, president of the Mitchell Automotive Company of New York City is the guest for two weeks of his brother, Mayor Mitchell. Mr. Mitchell has a winter home at Santa Monica and spends several months of the year there and hopes to arrange his business affairs so as to become a permanent resident of California.

The Story of Our States

By JONATHAN BRACE
XXXV.—W. VIRGINIA



AS THE name implies, West Virginia was originally a portion of Virginia, the Old Dominion Colony. While its history is naturally yoked up with that of the Mother State, there are many points in which the two sections of Virginia were divergent and it was for this reason that West Virginia finally became a separate state.

The first white man who probably penetrated the wilderness of this Western region was John Laderer, a German surgeon, who went on a tour of exploration in 1669. In the same year, La Salle sailed up the Ohio and landed at several points in the present state. There was little colonization until 1732, when Scotch and Irish adventurers began to fill Western Virginia. They were encouraged but little, and, in fact, the King in 1783 declared that this part of the colony was Indian country and could not rightfully be settled. Colonization continued, however, and bitter warfare was waged against the Indians and the French who had come down from the North. In 1774 the battle of Pt. Pleasant was fought, which was one of the bloodiest of Indian conflicts.

The backwoodsmen who settled in the Western part of Virginia were entirely different types of men from the wealthy slave owners along the coast. Jealousies between the two sections arose and the Western countries felt great dissatisfaction at the way Virginia was governing them. The most marked point of disagreement was over the slavery question, and it was because of this that, when Virginia seceded from the Union in 1861, West Virginia took matters in its own hands. Delegates met at Wheeling, drew up a separate constitution, and declared their independence. Their application for admission into the Union was accepted by Lincoln, and in 1863 West Virginia became the thirty-fifth state.

It is often called the "Pan-handle State" on account of its shape. Its area is 24,170 square miles, and it has eight presidential electors.
(© by McClure Newspaper Syndicate.)

Mr. and Mrs. J. J. Robideaux of Fond du Lac, Wisconsin are visiting with their sister Mrs. D. J. Sullivan. Mr. Robideaux who is in the employ of the North Western has purchased property here and may build soon.

On Tuesday, Miss Lydia Webster, Mrs. Spencer Howard, Mrs. W. E. Walker, Mrs. John Slemmons, Mrs. J. Milton Steinberger and Mrs. W. R. Lees attended the 27th annual diocesan convention which is being held this week at St. Paul's Pro-Cathedral in Los Angeles. A luncheon was held at the Clark Hotel for the delegates.

Last Saturday afternoon, Miss Bae Farman entertained ten associates of the Blankenhorn Realty firm of Pasadena at her home in Sierra Madre. The afternoon was spent in viewing the contents of Miss Farman's "hope chest." Sierra Madre guests were Miss Esthet Olden, Miss Lorraine Wright, Miss Gladys Walker and Miss Gladys Kimball.

SPLENDID PROGRAM TO BE PRESENTED FEB. 3

A splendid program will be given at the Woman's Club House Friday evening, February 3rd at 8 o'clock for the benefit of St. Ritas Catholic Church.

Two groups of songs will be given by Mrs. Philips Zobelein, contralto, of Los Angeles who is well known in Musical circles in Southern California as a singer of great ability.

Mrs. Zobelein will be accompanied by Mr. Oscar Rasbach who will also play a solo group. Mr. Rasbach needs no introduction to music lovers of Sierra Madre as he has delighted his audiences here many times.

Reserved seats are on sale at Hartman's Drug Store.

CARD OF THANKS

Mrs. V. L. Graham, Mrs. J. J. Graham and family, Mrs. Greer Caskey and family wish to thank their friends for the beautiful flowers and also the sympathy shown at the time of Mr. Graham's death.

NEWS WANT ADS—A man to work in your citrus grove when irrigating time comes along. He is somewhere in Sierra Madre. A want ad will find him.

SPENCER CORSETS

Have your corsets specially designed for you.

Mrs. Alice White Anderson

Phone Green 125 for appointment.

REGISTERED SPENCER CORSETTIERE

Extra Fancy Fruit Trees

PLANT NOW!

PEACHES, PEARS, PLUMS
PRUNES, APPLES, CRAB-APPLES, WALNUTS, ALMONDS, FIGS, CHERRIES, POMEGRANATES, NECTARINES, QUINCES
GRAPE VINES—BERRIES
GUAVAS



Monrovia Laundry Co

Sierra Madre Office
Pettitt's News Stand
D.G. Stephens, Collector
Phone Green 85

THE FIRST NATIONAL BANK

Capital \$25,000.00
Surplus and Undivided Profits \$11,000.00

Directors and Officers:

Charles S. Kersting, President. F. H. Hartman, Vice-Pres.
H. E. Allen, Cashier. Chas. W. Yerxa, Vice-Pres.
M. F. Seeley, Assistant Cashier. J. B. Coulston, Director

Interest Paid on Term Deposits

Safety Deposit Boxes for Rent

Groceries Vegetables Fruit

C. M. Nomura

PHONE MAIN 46

BANK BUILDING

Everything at lowest Market Prices

Are High Taxes Eating Up Your Income?

Invest your money in a security which is exempt from local, city and county taxes.

Invest in securities, the dividends from which are exempt from normal Federal income tax.

Southern Counties Gas Company 8% Cumulative Preferred Stock is just such an investment—

Backed by a sound company dealing in an every day necessity, with over 8 millions in assets and operating under careful supervision of State Railroad Commission, and with established rates, assuring at all times a fair rate of return.

—The Stock with a Guaranteed 8% Dividend Rate.

Apply Any Local Office

14 North Baldwin Ave.

Phone Main 117

---The Golden State Limited

is a fast train to Chicago.
A high-class train, over the "line of low altitudes,"—straight to El Paso, on to Kansas City and Chicago.

Leaves Los Angeles at 11:15 a. m. and arrives in Chicago 9:15 the third morning. This means connection at Chicago with fast trains for New York and Eastern cities.

All equipment, including diner and compartment-observation car, through without change. Also a through sleeper for St. Louis and one for Minneapolis, daily.

Southern Pacific Lines

Interline tickets sold to all points by local agent

Try Our Want Ads For Results

Laundries and Dry Cleaners

Monrovia Laundry Co
Sierra Madre Office
Pettitt's News Stand
D.G. Stephens, Collector
Phone Green 85

Send it

to the Laundry





Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Subscription Rates
Three months75
Six months 1.25



One year \$2.00
Outside Los Angeles Co. 3.00
Three Year 5.00

Subscriptions payable in advance. All new subscriptions will be delivered at once and be entered as of the first of the month following the date on which the subscription was made. Old subscriptions will expire on the first of the month following the present expiration date.

Copy for change of advertisement must be in the office by 10 a. m. Wednesday morning. New advertising copy must be in the office by noon on Tuesday

VOLUME 16, NO. 17

FRIDAY, JANUARY 27, 1922

This Is a Friendly Town

Sierra Madre is a friendly town. Don't let anyone tell you differently.

Some people are too bashful to be able easily to show the friendliness they feel. Others are too bashful to allow anyone to see how they crave friendliness. But the friendly spirit is there, waiting for a chance to show itself.

Sometimes new people move into a house, pull the shades, and peek through the cracks at the passing people who don't see any evidence of anyone in the house, least of all a sign that visitors would be welcomed. When they go down to the stores they are apt to carry that same "closed to visitors" expression, which wards off the friendly advances of other shoppers who might otherwise strike up an acquaintance. Then they go home and nurse their loneliness.

Likewise, people who go to church, sit near the door and scoot for home without giving anyone a chance for a friendly handshake and "glad you came," are apt to talk about that church being unfriendly.

People in the post office, the stores and newspaper office have excellent opportunities for observation. Friendly, helpful acts toward the stranger and the needy are exceedingly numerous in Sierra Madre.

The claim that this is a more than ordinarily friendly town is based on real evidence, not theorizing. The facts are more than sufficient to offset the occasional charges of exclusiveness. To tell one week's stories of friendly acts would take too much space and reveal personal affairs of too many people. But the next time anyone tries to worry you with the claim that Sierra Madre is cold and exclusive, just ask what he has done to make it known as a friendly town.

Not the Real Thing

Executive ability—the art of earning one's living by the sweat of other men's brows. It's a common conception, generated by a superficial view of big business enterprises. The result is a huge economic loss through misdirection and consequent waste of human energy.

This foolishly mistaken notion of the character and aim of real executive ability is fostered largely in two ways. One is the alluring magazine ad, picturing an alleged easy road to commercial supremacy. A few easy lessons when one has nothing else to do and costing only the month's wages of a shipping clerk are said to work the transformation.

The other common source of the fallacy is the notion that "pull" is the only method of advancement. Go among the lesser employees of any big organization. Listen to the shop and office gossip. It revolves around inside politics and the question of favoritism. The only way to get to a flat topped desk in the front office is through personal favor with the boss of the works.

Human beings will do almost anything to escape work. Especially do they dislike the prospect of a long, tedious business experience as the means of reaching those coveted executive positions. So they dawdle along, putting half-hearted efforts into their present jobs, jealous of their co-workers who get ahead, but producing no results to justify their own promotion.

Perhaps it is just as well for their own comfort they do not get ahead. They lack all conception of the loads carried by men in positions of responsibility.

This energy and worry used up in trying to get ahead by the wrong road is sheer waste, personal and economic. If it could all be rightly directed the national efficiency would be tremendously increased. It would go a long way towards reducing the cost of everything.

: BY THE WAY :

Some New York concern is offering a thousand dollar prize for the best essay on "Civility." Why not offer the prize for the best concrete examples instead of for a lot of theorizing on paper?

New dollars bear the image of a dove instead of the eagle on the dollar of our daddies. But they fly faster than ever—the dollars, not the birds.

They talk about sending mail around the world in seventeen days. But who wants to send mail around the world

when there is a shorter route to every place where one wishes to send mail.

Control of the next congress will be sought by the agricultural "bloc," a wet "bloc," the old time Republican and Democratic "bloes." The fracas may warm up till some of the floor leaders get their blocks knocked off.

Solomon's temple is said to have cost him four billion dollars. Mere pin money to a man with 700 wives to support.

The post office department will have to get along somehow without Postmaster General Hays and "us." But you can hardly blame us for leaving the service when our combined salaries are to be more than \$150,000 annually.

Letters To The Editor

The News is not responsible for the statements nor the sentiments in the following letters. This is the people's column and we reserve the liberty only of condensation and clarification where it is required. The editor of the News must know the authorship of every letter whether the author's name is published or not.

THOSE HIGHER FARES

Sierra Madre, Cal.
January 23, 1922

Editor:

I cannot help but admire a man with nerve enough to appear before an assembly of men, intelligent enough to represent their respective chambers of commerce with the statement "that wages of street railway employees," in Los Angeles were from three to five times higher than before the war." It is preposterous. It has

been less than six months since these same employees lost nearly three-fourths of a million dollars per year due to the reduction of their pay, a very nice profit for the corporation, taken from its employees.

Now again comes the blame on them as one of the chief reasons for the raise in rates. What wonderful homes and what great times these employees must have on these enormous high wages.

Yours truly,
FRED TOTTE, JR.

News of the Churches

CHURCH OF THE ASCENSION

Rev. Wm. Carson Shaw, Rector.

Services

Holy Communion, 8 a. m.
Sunday school, 9:45 a. m.
Morning Prayer and Sermon 11:00 A. M.

Evening Prayer 7:30 P. M.

CHRISTIAN SCIENCE SOCIETY

Corner Highland and Hermosa Ave.
11:00 a. m. Morning Service, subject, Sunday, January 22, "Truth."
Testimony meeting Wednesday 8 P. m.

Sunday School 9:30 A. M.

ST. RITA'S CATHOLIC CHURCH

Rector, Rev. F. Woodcutter

Corner Highland & Baldwin Avenues.
Sundays and Holy days of obligation, Masses at 7:30 and 9 a. m. Week days Mass at 7 a. m., during Lent at 7:30 a. m. Instructions for children Saturdays at 9:00 a. m., Confessions Saturdays at 7:30 p. m.

THEOSOPHISTS

The Children's School of Theosophy, under the direction of The United Lodge of Theosophists, will be reopened on Sunday morning for the winter season. Parents who are interested are invited to visit and to send their children. There is no charge or collection. Ten o'clock Sunday morning, at 162 East Central

NEW THOUGHT LECTURES

Under auspices of Home of Truth, Los Angeles, founded by Mrs. Annie Rix Millitz. Every Tuesday afternoon, 3 o'clock, 49 East Central.

BETHANY

(Interdenominational)

Rev. W. H. Rawlings, LL. D., Pastor
Sunday School and Bible Class 10:45 A. M.

Worship, 11:00 A. M.
Junior Young People's Meeting, 3:00 P. M.
Senior Young People 6:15 P. M.
Prayer Meeting 7:00 P. M.
Song Service and Preaching 7:30 P. M.

Mid-week meeting, Wednesday at 7:30 P. M.

CONGREGATIONAL CHURCH

A Community Church, open to all who believe in the Lord Jesus Christ.
Rev. W. J. Thompson Minister.

Sunday School 9:45 a. m. Geo. Morridge, Superintendent.
Adult Bible Class.

Junior and Senior Christian Endeavor Society, 6:30 P. M.
Church Services 11 A. M. and 7:30 P. M.

Midweek Prayer Meeting, Wednesday, 7:30 P. M.

You are invited.

The Story of Our States

By JONATHAN BRACE
XLVII.—ARIZONA



HISTORICALLY, Arizona is both the youngest and probably the oldest of our states. While

it is the last of the states to be admitted to the Union and as such dates its existence only from 1910, its history before the advent of white men dates back into the dim past. Here were located those interesting people, the Cliff Dwellers, and the ruins of their cities high up in inaccessible places have caused much speculation as to these ancient people. It is supposed that these Cliff Dwellers were the ancestors of the Pueblo Indians and were decidedly more advanced in civilization than their neighbors. They were probably of the same race as the Aztecs of Mexico and understood irrigation, agriculture and the building arts.

It was rumors of the great Pueblos that instigated the first visit of the white men. Padre Nizan in 1539 explored this territory and he was followed by Coronado in search of the mythical wealth of the Indian cities. Coronado, though failing to find the reputed gold, did discover the Grand Canon of the Colorado with its wonderful scenic beauty, which has become one of the great assets of the state.

This region was considered part of Spanish territory and when Mexico declared its independence it became a Mexican province. After the Mexican war the section north of the Gila river was ceded to the United States and the southern portion was acquired through the Gadsden Purchase in 1853. In 1863 Arizona was separated from New Mexico and made a territory.

The derivation of the name Arizona is uncertain, but it possibly came from the Spanish, meaning "dry belt."

(© by McClure Newspaper Syndicate.)

HENRY'S VEGETABLE WAGON

FRESH VEGETABLES AND FRUITS

Direct Every Morning to Your Door for Your Personal Selection

Call Black 29

190 Merrill Ave.

STORAGE

For
GOODS OF ALL KINDS
Light Dry Concrete Basement
Easy of Access

For Rates By The Month See

ROLAND ADAMS

12 North Baldwin

Phone Black 8

Watch For Our Bread Wagon!

FREE DELIVERY DAILY

Hot Bread Twice a Day

Business Lunch 11:30 to 2:30

SIERRA MADRE

Bakery and Lunch Room

Mr. and Mrs. D. J. Sullivan, Proprietors

30 Windsor Lane (Turn north one door at Sierra Madre Garage)
Sierra Madre, California
(CLOSED SUNDAYS) Telephone Black 68

Holstein and Jersey MILK

Pure and Wholesome, Whole Milk with No Cream Taken Out
Bottles Sterilized Daily With Live Steam, Giving You
Absolute Protection Against Dirt and Germs

Two deliveries Daily

SIERRA MADRE DAIRY

Green 10

579 East Central

Business Property, Income Property, Homes and Home Sites

GEO. A. OSWALD

Real Estate Service

6 N. Baldwin Avenue

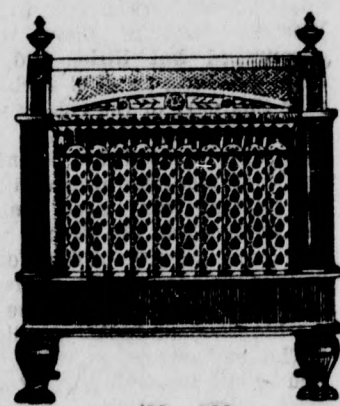
Telephone: Blue 100

Lunches---Short Orders

NEW MANAGEMENT—NEW MENU—BEST OF COOKING AND SERVICE
MR. AND MRS. C. H. GARRETT

Rainier Hotel Building

RADIANTFIRE GAS HEATERS



No. 102

The popular size, No. 20, is now

ONLY \$27.50

Just what you need for instant and satisfactory service.

Dangler, Hot Spot and Circo Heaters
at Reduced Prices

Builders' Hardware
Plumbing
Paints

SIERRA MADRE
HARDWARE
COMPANY

Some Aspects of the Farmers' Problems

By BERNARD M. BARUCH

(Reprinted from Atlantic Monthly)

IV

Now, what is the farmer asking? Without trying to catalogue the remedial measures that have been suggested in his behalf, the principal proposals that bear directly on the improvement of his distributing and marketing relations may be summarized as follows:

First: storage warehouses for cotton, wool, and tobacco, and elevators for grain, of sufficient capacity to meet the maximum demand on them at the peak of the marketing period. The farmer thinks that either private capital must furnish these facilities, or the state must erect and own the elevators and warehouses.

Second: weighing and grading of agricultural products, and certification thereof, to be done by impartial and disinterested public inspectors (this is already accomplished to some extent by the federal licensing of weighers and graders), to eliminate underpaying, overcharging, and unfair grading, and to facilitate the utilization of the stored products as the basis of credit.

Third: a certainty of credit sufficient to enable the marketing of products in an orderly manner.

Fourth: the Department of Agriculture should collect, tabulate, summarize, and regularly and frequently publish and distribute to the farmers, full information from all the markets of the world, so that they shall be as well informed of their selling position as buyers now are of their buying position.

Fifth: freedom to integrate the business of agriculture by means of consolidated selling agencies, co-ordinating and co-operating in such way as to put the farmer on an equal footing with the large buyers of his products, and with commercial relations in other industries.

When a business requires specialized talent, it has to buy it. So will the farmers; and perhaps the best way for them to get it would be to utilize some of the present machinery of the largest established agencies dealing in farm products. Of course, if he wishes, the farmer may go further and engage in flour-milling and other manufactures of food products. In my opinion, however, he would be wise to stop short of that. Public interest may be opposed to all great integrations; but, in justice, should they be forbidden to the farmer and permitted to others? The corporate form of association cannot now be wholly adapted to his objects and conditions. The looser co-operative form seems more generally suitable. Therefore, he wishes to be free, if he finds it desirable and feasible, to resort to co-operation with his fellows and neighbors, without running afoul of the law. To urge that the farmers should have the same liberty to consolidate and co-ordinate their peculiar economic functions, which other industries in their fields enjoy, is not, however, to concede that any business integration should have legislative sanction to exercise monopolistic power. The American people are as firmly opposed to industrial as to political autocracy, whether attempted by rural or by urban industry.

For lack of united effort the farmers as a whole are still marketing their crops by antiquated methods, or by no methods at all, but they are surrounded by a business world that has been modernized to the last minute and is tirelessly striving for efficiency. This efficiency is due in large measure to big business, to united business, to integrated business. The farmers now seek the benefits of such largeness, union and integration.

The American farmer is a modern of the moderns in the use of labor saving machinery, and he has made vast strides in recent years in scientific tillage and efficient farm management, but as a business in contact with other businesses agriculture is a "one horse show" in competition with high power automobiles. The American farmer is the greatest and most intractable of individualists. While industrial production and all phases of the huge commercial mechanism and its myriad accessories have articulated and co-ordinated themselves all the way from natural raw materials to retail sales, the business of agriculture has gone on in much the one man fashion of the backwoods of the first part of the nineteenth century, when the farmer was self sufficient and did not depend upon, or care very much, what the great world was doing. The result is that the agricultural group is almost as much at a disadvantage in dealing with other economic groups as the jay farmer of the funny pages in the hands of sleek urban confidence men, who sell him acreage in Central Park or the Chicago city hall. The leaders of the farmers thoroughly understand this, and they are intelligently striving to integrate their industry so that it will be on an equal footing with other businesses.

As an example of integration, take the steel industry, in which the model is the United States Steel Corporation, with its iron mines, its coal mines, its lake and rail transportation, its ocean vessels, its by-product coke ovens, its blast furnaces, its open hearth and Bessemer furnaces, its rolling mills, its tube mills and other manufacturing processes that are carried to the high-

est degree of finished production compatible with the large trade it has built up. All this is generally conceded to be to the advantage of the consumer. Nor does the steel corporation inconsiderately dump its products on the market. On the contrary, it so acts that it is frequently a stabilizing influence, as is often the case with other large organizations. It is master of its distribution as well as of its production. If prices are not satisfactory the products are held back or production is reduced or suspended. It is not compelled to send a year's work to the market at one time and take whatever it can get under such circumstances. It has one selling policy and its own export department. Neither are the grades and qualities of steel determined at the caprice of the buyer, nor does the latter hold the scales. In this single integration of the steel corporation is represented about 40 per cent of the steel production of America. The rest is mostly in the hands of a few large companies. In ordinary times the steel corporation, by example, stabilizes all steel prices. If this is permissible (it is even desirable, because stable and fair prices are essential to solid and continued prosperity) why would it be wrong for the farmers to utilize central agencies that would have similar effects on agricultural products? Something like that is what they are aiming at.

Some farmers favored by regional compactness and contiguity, such as the citrus-fruit-raisers of California, already have found a way legally to merge and sell their products integrally and in accordance with seasonal and local demand, thus improving their position and rendering the consumer a reliable service of ensured quality, certain supply, and reasonable and relatively steady prices. They have not found it necessary to resort to any special privilege, or to claim any exemption under the anti-trust legislation of the state or nation. Without removing local control, they have built up a very efficient marketing agency. The grain, cotton, and tobacco farmers, and the producers of hides and wool, because of their numbers and the vastness of their regions, and for other reasons, have found integration a more difficult task; though there are now some thousands of farmer's co-operative elevators, warehouses, creameries, and other enterprises of one sort and another, with a turn-over of a billion dollars a year. They are giving the farmers business experience and training, and, so far as they go, they meet the need of honest weighing and fair grading; but they do not meet the requirements of rationally adjusted marketing in any large and fundamental way.

The next step, which will be a pattern for other groups, is now being prepared by the grain-raisers through the establishment of sales media which shall handle grain separately or collectively, as the individual farmer may elect. It is this step—the plan of the Committee of Seventeen—which has created so much opposition and is thought by some to be in conflict with the anti-trust laws. Though there is now before congress a measure designed to clear up doubt on this point, the grain-producers are not relying on any immunity from anti-trust legislation. They desire, and they are entitled, to co-ordinate their efforts just as effectively as the large business interests of the country have done. In connection with the selling organizations the United States Grain Growers Incorporated is drafting a scheme of financing instrumentalities and auxiliary agencies which are indispensable to the successful utilization of modern business methods.

It is essential that the farmers should proceed gradually with these plans, and aim to avoid the error of scrapping the existing marketing machinery, which has been so laboriously built up by long experience, before they have a tried and proved substitute or supplementary mechanism. They must be careful not to become enmeshed in their own reforms and lose the perspective of their place in the national system. They must guard against fanatical devotion to new doctrines, and should seek articulation with the general economic system rather than its reckless destruction as it relates to them.

The Department of Agriculture is often spoken of as a special concession to the farmers, but in its commercial results, it is of as much benefit to the buyers and consumers of agricultural products as to the producers, or even more. I do not suppose that anyone opposes the benefits that the farmers derive from the educational and research work of the department, or the help that it gives them in working out improved cultural methods and practices, in developing better yielding varieties through breeding and selection, in introducing new varieties from remote parts of the world and adapting them to our climate and economic condition, and in devising practical measures for the elimination or control of dangerous and destructive animal and plant diseases, insect pests, and the like. All these things manifestly tend to stimulate and enlarge production, and their general beneficial effects are

To take a tolerant and sympathetic view of the farmers' strivings for better things is not to give a blanket endorsement to any specific plan, and still less to applaud the vagaries of some of their leaders and groups. Neither should we, on the other hand, allow the froth of bitter agitation, false economics, and mistaken radicalism to conceal the facts of the farmers' disadvantages, and the practicability of eliminating them by well-considered measures. It may be that the farmers will not show the business sagacity and develop the wise leadership to carry through sound plans; but that possibility does not justify the obstruction of their upward efforts. We, as city people, see in high and speculatively manipulated prices, spoilage, waste, scarcity, the results of defective distribution of farm products. Should it not occur to us that we have a common interest with the farmer in his attempts to attain a degree of efficiency in distribution corresponding to his efficiency in production? Do not the recent fluctuations in the May wheat option, apparently unrelated to normal interaction of supply and demand, offer a timely proof of the need of some such stabilizing agency as the grain growers have in contemplation?

It is contended that, if their proposed organizations be perfected and operated, the farmers will have in their hands an instrument that will be capable of dangerous abuse. We are told that it will be possible to pervert it to arbitrary and oppressive price-fixing from its legitimate use of ordering and stabilizing the flow of farm products to the market, to the mutual benefit of producer and consumer. I have no apprehensions on this point.

In the first place, a loose organization, such as any union of farmers must be at best, cannot be so arbitrarily and promptly controlled as a great corporation. The one is a lumbering democracy and the other an agile autocracy. In the second place, with all possible power of organization, the farmers cannot succeed to any great extent, or for any considerable length of time, in fixing prices. The great law of supply and demand works in various and surprising ways, to the undoing of the best laid plans that attempt to foil it. In the third place, their power will avail the farmers nothing if it be abused. In our time and country power is of value to its possessor only so long as it is not abused. It is fair to say that I have seen no signs in responsible quarters of a disposition to dictate prices. There seems, on the contrary, to be a commonly beneficial purpose to realize a stability that will give an orderly and abundant flow of farm products to the consumer and ensure reasonable and dependable returns to the producer.

In view of the supreme importance to the national well-being of a pro-

perous and contented agricultural population, we should be prepared to go a long way in assisting the farmers to get an equitable share of the wealth they produce, through the inauguration of reforms that will procure a continuous and increasing stream of farm products. They are far from getting a fair share now. Considering his capital and the long hours of labor put in by the average farmer and his family, he is remunerated less than any other occupational class, with the possible exception of teachers, religious and lay. Though we know that the present general distress of the

farmers is exceptional and is linked with the inevitable economic readjustment following the war, it must be remembered that, although representing one-third of the industrial product and half the total population of the nation, the rural communities ordinarily enjoy but a fifth to a quarter of the net annual national gain. Notwithstanding the taste of prosperity that the farmers had during the war, there is today a lower standard of living among the cotton farmers of the South than in any other pursuit in the country.

In conclusion, it seems to me that the farmers are chiefly striving for a gen-

erally beneficial integration of their business, of the same kind and character that other business enjoys. If it should be found on examination that the attainment of this end requires methods different from those which other activities have followed for the same purpose should we not sympathetically consider the plea for the right to co-operate, if only from our own enlightened self interest, in obtaining an abundant and steady flow of farm products?

TRY WANT ADS—For quick results.

Giftie Gifts

Problem solvers for every occasion—Birthdays, Anniversaries, or just when you feel like it; Taste, utility and permanence, together with economy of cost, meet the needs of most people today. This is where you find that combination.

YOU ARE INVITED—

to come in and inspect our stock. We'd like to tell you about the many attractive items, but space forbids. You will be surprised to find how conveniently and economically you can satisfy your needs right here at home.

SUGGESTIONS, JUST A FEW—

Books for the children and grown-ups, Kodaks, Kodak Albums, Kodak films and supplies, Framed Mottos, dolls, toys, games, Birthday and Greeting cards of all kinds—A beautiful assortment of Tally and Place cards, etc.

A BEAUTIFUL LINE OF STATIONERY—

Tinted in various colors; also by the pound. Tablets all sizes

VICTOR RECORDS AND VICTROLAS

Easy payments made to suit you

GIFT COUNTER—Remember in our gift counter we have gifts for baby to grandpa

KODAK DEVELOPING AND PRINTING

WOODSON F. JONES

BLACK 75

31 NORTH BALDWIN



You'll be Surprised

At Your Own Good Looks

if you will pay a year's subscription to the

Sierra Madre News

at regular price of \$2.00 and receive free a coupon entitling the holder to a

Witzel Portrait, 6x10 inches,

on handsome calendar mount. You would pay a solicitor a dollar for the same coupon.

COME IN AND SEE SAMPLES OF THESE SPLENDID PORTRAITS, MADE BY THESE FAMOUS STUDIOS.



PROMPT PRINTING

---That's part of the service we endeavor to render.

---Sometimes our customers try to bury us in work, but we always dig out, and you get the work when it is promised if we have to work while you sleep.



All of our prices are based upon the standardized Franklin Printing Price List, the "one-price-everything-marked-in-plain-figures" idea applied to printing.

THE SIERRA MADRE PRESS

Next to the Post Office
Telephone Black 42

WM. B. BRINLEY PASSES

AT ADVANCED AGE

William B. Brinley passed away on Tuesday at his home on East Highland, at the age of eighty. He is survived by his loving wife who has ministered to his needs tenderly to the extent of her strength though of late it has been necessary to have a nurse to care for him. Mr. Brinley was a man of remarkable intellectual attainments and associations. He was a native of Massachusetts and had a large circle of close personal acquaintances among the literary men, including Emerson and others of his time. Mr. and Mrs. Brinley have been residents of Sierra Madre about twenty years and a host of friends have been keenly interested in their welfare. Funeral services are to be held this afternoon in the undertaking parlors of A. T. Gay.

NARROW ESCAPE AS

AUTO TURNS OVER

Little short of miraculous was the escape from injury by the occupants of an auto belonging to a Mr. Kennedy of Alhambra, which turned over Tuesday afternoon at the corner of Grand View and Mountain Trail. The auto was driven by a woman who had apparently little experience, and after turning the corner ran against the curb and over the sidewalk, and damaged the stone retaining wall of Mr. Thomas Miller. With the help of Mr. Miller and other men who happened to be near the auto was righted and drove away under its own power.

Mrs. Grace L. Yarrington of Auburn Avenue entertained on Tuesday afternoon in honor of Mrs. William F. L'Ecluse of New York. The guests were Mrs. Annie Synar of Pittsburg, Mrs. E. Schneeberger, Mrs. Calvert and Mrs. Manchester. The afternoon was pleasantly spent with music and chat, and dainty refreshments were served.

Dr. N. H. Goodenow reports the birth of an 8-pound son to Mr. and Mrs. Angel Licano of 27 Suffolk Avenue on January 13.

Mr. and Mrs. R. B. Marsh who have resided at 197 North Mountain Trail Avenue, have removed to Los Angeles. Mr. Marsh is a railway clerk, running between Los Angeles and Fresno.

Mrs. Roland Adams entertained on Wednesday evening with a reunion dinner to seven members of the faculty with whom she was associated last year. Those present were the Misses Edith and Marian Evans, Alice Allcutt, Thelma Wildman, Verna Church, Mrs. Eya Moore and Mrs. Meta Bockman.

News Lincers

FOR RENT—Garage furnished for housekeeping. \$10 per month. *17 177 N. Lima.

NEWS WANT AD—You heard about the man who lost a glove out of the car window and threw out the other so that the finder would have mates. If he had known about the News want ads he might have been in a pair of gloves.

NEWS WANT ADS—Perhaps someone is waiting to give you a reward for that necklace you found. It has no sentimental value to you and hard cash does. Try a want ad.

Colonial Theater

F. R. ALEXANDER, Owner

314 S. Myrtle Ave.
MONROVIA, Calif.

Sunday and Monday January 29-30
John Barrymore in "The Lotus Eater"
Also Current Events

Tuesday, January 31.

Justine Johnson in, "Blackbirds"
Also "A Rambling Romeo" Comedy

Wed. and Thurs. Feb. 1 and 2
A Cosmopolitan Production
"Just Around the Corner"
Also Current Events

Thursday Night Only—

The Poppy Girls in New Dances
And Songs

Friday, February 3

William Desmond in "Fighting Mad"
Also 11th Chapter of the "Miracles of the Jungle."

Saturday February 4

Bert Lytell in "Alias Lady Fingers"
Also "School Day Love" Comedy

NEWS WANT ADS

The rate for all want ads is two cents a word, payable in advance. Only copy furnished by regular advertisers or people carrying accounts with us will be printed without advance payment, as the amounts are as a rule not of sufficient size to warrant accounting and collection costs.

WANTED Hand Laundry work. Will call and deliver. Phone Green 134. ctf

FOUND—Sunday morning, Baldwin and Laurel, fancy purse, Owner call News pay ad.

WANTED—To write your Insurance. Come in and talk it over. We have some of the best Companies and our rates are as low as the lowest. We have taken over the A. N. Adams insurance agency and are prepared to take care of your insurance in the best possible manner.

Ferris and Cooper

22 N. Baldwin Phone Red 22

WANTED—Small acreage in Sierra Madre or house and lot up to \$4000 as 1st payment on exchange for a-1 Los Angeles income. Other good exchanges. For particulars see Geo. A. Oswald, 6 N. Baldwin. c17

WANTED—\$1500 and \$1800 on first mortgages, good security, will pay 8 per cent interest. See George A. Oswald, 6 N. Baldwin Ave. c17

SNAP—Ford Touring car only \$100, many extras, can be seen at Sierra Madre Garage, C. L. Twycross, owner *17

FOR SALE—Chapel organ in good condition, three sets of reeds, \$15 or exchange for books. 116 N. Auburn *17

FOR RENT—4 room modern California house, \$30 per month. 322 Sycamore Place. *17

FOR SALE—Victrola; 3-piece tapestry set, will sell separate; also baby's bed. 161 Santa Anita Court. *17

FOR SALE—Packing Boxes and kindling wood; also second hand lumber. Apply Janitor, School house. c17

FOR SALE—Underwood Typewriter for sale or rent. Inquire 257 N. Baldwin. Phone Blue 162. c17

FOR SALE—Duroc sow with 4 young pigs 11 weeks old. 683 W. Alegria Avenue. *17

FOR SALE—Fine Belgian Hare doe; also hutch. 178 E. Central. *17

FOR RENT—13 room furnished house at 38 North Auburn, 3 apartments. Suitable for apartment house or hotel. \$60 month. Will sell for \$6,000, only \$500 down. Apply to M. Rudolph at 36 E Central. *17-18

FOR SALE—Ford Sedan. Call Red 44 Evenings *17

FOR SALE—100 White Leghorn hens 8 to 17 months old. Must sell. Cheap at \$1.00 each. Blue 14. 276 Santa Anita Court. *17

FOR RENT—4 room furnished bungalow with sleeping porch. \$25 per mo. Call Blue 35 of 547 West Highland.

FURNISHED HOUSE, 2 rooms, for rent. Phone Red 72. c17

UNFURNISHED 3-room house for rent. Phone Red 72 c17

WANTED—Middle aged woman as housekeeper, good plain cook, three in family. Apply 496 W. Central. *17

WANTED—Position, practical nurse. Will do house work. Blue 14. *17

CARPENTER JOBBING promptly done. Geo. Dyer, 163 Grove Street. *17-18

FOR SALE—Cabin near Roberts Camp. Bargain, see Elliot Rhodes c16-17

CHECK WRITER for sale. Writes figures and gives absolute protection. Simple to operate. A Bargain. Inquire at News Office. 16tf.

TYPEWRITER for sale. L. C. Smith No. 2 in good condition. Inquire at News Office. 16tf

FOR SALE—Quantity flat sheet paper 22x30 inches. Fine for laying under carpets, rugs, etc. News Office.tf.

FOR SERVICE—Pure Swiss Toggenburg buck, sire California Chief; 8 quart strain. Does called for. Arcadia Goats, Valnet and Santa Anita; phone 50-R-11, Arcadia, Cal. c17

PORTRAITS FREE, if you pay a year's subscription to the News. Inquire about free premium coupon. 16

FRESH SEEDS

FOR VEGETABLE AND FLOWERS —Every home gardener, farmer or rancher takes pride in the crops he produces. To know that every seed planted will grow and bear is of greatest importance. Over ten years of prestige building, and our thousands of exclusive patrons, attest the quality of the seeds, roots and bulbs we distribute.

FEBRUARY IS THE MONTH TO PLANT SEED FOR ROOT VEGETABLES.

—We have compiled a valuable plant life booklet which carries a monthly calendar telling you what to plant, when to plant it, how to eliminate plant pests and timely hints on culture. It is free on request. Call or send for your copy.

WESTERN SEED COMPANY

116-118 E. 7th. Los Angeles, Calif. 17

Established 1887

Sweeping Price Reductions for Our Big 25c SALE

for ONE WEEK Starting Monday, January 30

LOG CABIN SYRUP

A delicious Maple blend syrup, that you will enjoy, cut below market price for this one week sale

SMALL Size 25c

RUMFORD'S BAKING POWDER

It always gives good results, reduced below wholesale for this one week sale

POUND CAN 25c

PINEAPPLE

at a cut price for this one week sale

Sliced No. 2 1/2 can

Grated No. 1 can

25c each

2 for 25c

QUAKER OATS

has the Quaker Quality, at a bargain price for this one week sale

2 for 25c

SHREDDED WHEAT BISCUIT

Buy at this special reduction for one week.

2 for 25c

UNITY CEDAR OIL

A big bargain for one week only. It will preserve that polished surface by regular use of this highly successful polish. For pianos, furniture, automobiles floors and oil mops. At half price for this sale.

50c bottle cut to 25c

TOILET SOAP

Some special cut prices for this big one week sale.

PALM OLIVE 3 for 25c
CREAM 3 for 25c
OIL 3 for 25c

ROSE GLYCERINE 3 for 25c
COCOA 4 for 25c
ALMOND 4 for 25c

SIERRA MADRE 4 for 25c

MATCHES

Hang up, doubled dipped are the best always giving perfect satisfaction, at bargain price for one week.

4 boxes 25c

SPRING CLOTHES PINS

Another bargain price for this one week sale.

4 doz. 25c

UNITY BREAD

The large 24 oz. loaf at the new price—White, Whole Wheat, Graham, Cracked Wheat, Bran, Rye 10c

WHEN ORDERING, WE WOULD SUGGEST—

Smoked bloaters, large tag brand, each.....	15c
Kipperd Herring, lb.....	35c
Smoked Salmon, lb.....	65c
Kipperd Salmon, lb.....	45c
Kipperd Cod, lb.....	45c
Kipperd Finnan Haddies, lb.....	45c
Smoked and boned Herring, lb.....	40c
Holland Herring, each.....	5c
Marinated Herring, each.....	10c
Salt Mackerel, lb.....	35c
Salt Codfish, lb.....	25c

FRESH FISH EVERY FRIDAY

GOLDEN CORN MEAL MUSH—a healthful breakfast food thoroughly cooked.

1 lb. Brick 10c

1 lb. 12 oz. Brick 15c

OUR MOTTO—QUALITY, CLEANLINESS, SERVICE

S. R. NORRIS

SIERRA MADRE DEPARTMENT STORE

Phone Black 12

291 West Central